



WXYZ

# ORDER

Print Date 10/06/12

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Flight Dates **10/17/12-10/23/12**

Order Sep 00:20:00

Contract / Revision **304355 /**

Product

Estimate #

Original Date / Revision  
07/11/12 10/05/12

**Citizens Protecting Michigan's Con**

Alt Order #

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser **Citizens Protecting Michigar**

Billing Cycle EOM/EOC

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Billing Calendar BROADCAST

Agency **Strategic Media Services**

Demographic A25-54

Buying Contact

Rev Codes POL POL ISS

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office EWSDC

Product Codes PL

Sales Region NAT

Priority P-4

Agency Ref 2

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	78	\$105,357.50	\$123,950.00	0.00	10/01/12	10/23/12	78	\$105,357.50	\$123,950.00
<b>Totals</b>	<b>78</b>	<b>\$105,357.50</b>	<b>\$123,950.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/17/12	10/23/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 11111		5				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WXYZ	10/15/12-10/21/12		Late News M-Su		11-1135pm M-Su	-- WThFSaSu	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 1.8 [news is at 1130pm due to college football]															
8	NXYZ	10/20/12-10/20/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00-----Sa--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 1.4 10/20															
Week:		10/22/12	10/28/12	11-----		2				\$2,000.00		0.00			



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Contract / Revision **304355** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WXYZ	10/17/12	10/23/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$400.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$400.00		0.00			
N 3	WXYZ	10/17/12	10/23/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$900.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 4	WXYZ	10/17/12	10/23/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$900.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 5	WXYZ	10/17/12	10/23/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$500.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$500.00		0.00			
N 6	WXYZ	10/17/12	10/23/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$750.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$750.00		0.00			
N 7	WXYZ	10/17/12	10/23/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$500.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$500.00		0.00			
N 8	WXYZ	10/17/12	10/23/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$900.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 9	WXYZ	10/17/12	10/23/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$1,000.00		0.00			
N 10	WXYZ	10/17/12	10/23/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$1,200.00		0.00			
N 11	WXYZ	10/17/12	10/23/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	11-----					2	\$1,200.00		0.00			
N 12	WXYZ	10/17/12	10/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11111--	:30	5	\$1,800.00	P-4	0.00	NM	5	\$9,000.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WXYZ	10/17/12	10/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11111--	:30	5	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3				\$1,800.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$1,800.00		0.00			
N 13	WXYZ	10/17/12	10/23/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3				\$750.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$750.00		0.00			
N 14	WXYZ	10/22/12	10/22/12	Lions Pre Game Show Lions PreGame Show	CM	6-830p (7:00 PM-8:00 PM)	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$5,000.00		0.00			
N 15	WXYZ	10/22/12	10/22/12	Detroit Lions Football Detroit Lions Football	CM	830-1130p	M-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$30,000.00		0.00			
N 16	WXYZ	10/18/12	10/18/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$10,000.00		0.00			
N 17	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$350.00		0.00			
N 18	WXYZ	10/20/12	10/20/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2				\$2,500.00		0.00			
N 19	WXYZ	10/20/12	10/20/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WXYZ	10/15/12-10/21/12	Access Saturday		7-8pm Sat	-----Sa--	:30		<del>(\$1,000.00)</del>		0.00	NM		
				See MG 19.2											
				[News will air 7-8pm Sat 10/6 and 10/20]											
	2	WXYZ	10/20/12-10/20/12	Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30		\$1,000.00		0.00	NM		
				Ⓜ MG for 19.1 10/20											
N 20	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm (8:00 PM-11:00 PM)	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$3,000.00		0.00			
N 21	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$350.00		0.00			
N 22	WXYZ	10/21/12	10/21/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$500.00		0.00			



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Order Sep   00:20:00

Advertiser   **Citizens Protecting Michigan**   Product **Citizens Protecting Michigan**   Estimate #

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N22	WXYZ	10/21/12	10/21/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00	
N23	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$750.00		0.00							
														Totals	78	\$123,950.00